

# Canadian Support for a Water Efficient Market Enhancement Program

Glen Pleasance

Canadian Water and Wastewater  
Association & Region of Durham

# Canadian Water and Wastewater Association (CWWA)

- CWWA est. 1986 to represent Canada's municipal water and wastewater systems vis a vis Provincial & Federal codes, standards & policies
- Membership of over 400, public & private
- For more info see: [www.CWWA.ca](http://www.CWWA.ca)
- CWWA strongly supports this initiative

# CWWA's Role & Actions

- Chair of CWWA's Water Efficiency Network
- Opportunity to work on progressive W.E. projects
- The CWWA Executive is working with Federal Government on this initiative
- A proposal has been submitted to four Federal Agencies
- Received positive 'unofficial' response from Environment Canada

# CWWA's Actions

- Will continue to lobby the Federal Government
- Sent out a Communique to membership soliciting support
- Received twenty positive responses in the first week, all positive
- Support from coast to coast
- CWWA efforts only started in early September

# Hat Number 2

- Region of Durham is on the east side of Toronto
- Population of 500,000, this will double within 28 years
- Water efficiency coordinator since 1994
- This is a program which could greatly benefit Durham Region & all water utilities

# Municipal Opportunity

- Program would aid Durham's current planning approach
- use Water Efficiency as a planning tool i.e. infrastructure expands slower than growth
- Most of Durham's growth is residential
- Make new homes more efficient

# Advancing Water Efficiency

- Working with a home builder to upgrade all water using fixtures & appliances
- Project is now in its third year of development
- Would have moved farther & faster if we had a water counterpart to ENERGY STAR
- Program would also benefit ICI customers

# Consumer Information

- Label should include gallons/use, payback period like ENERGY STAR
- Should also compare the cost of operation (after payback) of standard and efficient model
- Will enable consumer to see savings over the product's life span
- Important in an era of rising utility costs



# Developing Water Efficient Labelling

- Too many public education initiatives are launched without proper testing
- Ensure that the slogans, icons, 'the look' of the campaign are well tested first
- Broad marketplace to hit and we want to ensure that maximize uptake
- Thorough pre-launch testing is key

# Canadian Support

- Will continue to pursue a Federal host for the program
- Continue to work with everyone here to see this to fruition
- Thanks to all who have brought it this far, this has enormous potential